

Place Marketing Workshop – the outcomes

10 December 2019

Vision for Redcliffe & Temple: Vibrant, thriving, sustainable, inspirational and welcoming



Context

- The aim of the session was to:
 1. Give a brief update on the BID consultation to date
 2. To hear from speakers, John Hirst and Gavin Bridge, about why a BID is important to the area going forward
 3. To hear from Maria Crayton, a marketing consultant, about Place Marketing
 4. Give potential levy payers an opportunity to influence how the area should be marketed if the BID is successful by participating in a workshop exercise

Workshop Exercise (i)

Which words would you use to describe the Redcliffe and Temple area now?



Larger text signifies more mentions

Workshop exercise (2)

Fast forward 5 years into the future - how would you like to be able to describe the area?



Larger text signifies more mentions

Workshop Exercise (3)

What sort of events would you like to see the BID deliver?

- Food & drink events
- Craft events
- Events to celebrating our diversity
- Outdoor exercise classes
- Extend Harbour Festival
- Waterside events
- Arts and cultural events
- Sponsored corporate events
- Boat races
- Business street sports competition
- Pop up retail units
- Treefest
- Children's play area
- Seasonal markets

And which spaces should be used?

- Redcliffe Quay
- Temple Gardens and Church
- Redcliffe Wharf
- Square outside the Civil Justice Centre (Redcliff Street)
- Temple Quay waterside
- Temple Quay 'empty hotel plot'
- Temple Quay 'amphitheatre'

Workshop Exercise (4)

Who should we be trying to attract to the area?

- Investors
- New location for BBC office
- Creative Industries
- Smaller businesses
- Quality staff
- Young People
- Customers
- Retailers
- Tourists
- Students

Workshop Exercise (5)

Are there any other points you would like to make about marketing the Redcliffe & Temple area?

- Bristol City Council and other landowners need to be flexible to enable events and activity to happen
- Voluntary contributions from landlords should be requested (match funding)
- BID will need to work with more partners (e.g. Invest Bristol & Bath, property agents, land owners etc.)
- Need to consider the implications of the Clean Air Zone
- Promote history and heritage more
- Focus on improving first impressions of visitors arriving at Temple Meads and travelling into / through the BID area

BID Development Timeline

- Additional 4 workshops planned: January, February and March 2020
- Final Prospectus to be distributed: April 2020
- Prospectus to be promoted: May – August 2020
- Business Plan available: 3 August 2020
- Ballot period: 1 – 29 September 2020
- BID start date: 1 November 2020
(if ballot is successful)

Keep in touch

- www.redcliffeandtemplebid.co.uk
- Sign up to receive monthly e-newsletters [here](#)
- **Twitter:** [RedAndTempleBID](#)
LinkedIn: [Redcliffe and Temple BID](#)
- Contact us:
jo@redcliffeandtemplebid.co.uk
tom@redcliffeandtemplebid.co.uk